

for June 10 meeting

## VOTER INFORMATION PROGRAM Outline for Discussion

The following outline is presented for discussion in developing a program to inform voters concerning the special election to be held on the construction of the proposed project.

### I. Matters of General Policy

- A. Unanimity of Governing body and Administration on general outline of proposed project and time for holding election.
- B. Attitude of Governing body and Administration toward informational activities.
  - 1. Detached attitude, leaving all activities to other groups available.
  - 2. Attitude of personal concern, but efforts restricted to strictly objective and factual statement of problem.
  - 3. Attitude of personal concern with moderate emotional stress.
- C. Establish budget and source of funds for campaign.
- D. Do not permit threats or scare tactics; implied threats anger voters; be positive in approach.

### II. Media

- A. Newspaper, radio and television
  - 1. News release, including pictures of proposed project.
  - 2. Paid advertisement.
  - 3. Avoid week-end release dates.

### B. Pamphlets

- 1. General pamphlet for widespread distribution containing all aspects of program, including pictures of proposed project.
- 2. Special purpose pamphlets, of limited content or subject matter.
- 3. Special purpose pamphlets, for limited distribution.
- 4. Special election reminders.

5. Sample ballots.

6. Method of distribution of literature.

- (a) Mailed
- (b) Distributed door to door.
- (c) Distributed to voters by workers, coupled with personal message.
- (d) Carried home by children.

C. Citizens Committee

1. Use of any present organization.

2. Consider organizing committee for limited purpose.

D. Special organizations (P.T.A., Volunteer Firemen, Unions, neighborhood "teams")

1. Scheduling speakers to inform and enlist support.

2. Use as a working committee.

E. Civic and service organizations

1. Scheduling speakers to inform and enlist support.

2. Published endorsements.

F. Governing body and Administration.

1. Serving as speakers to other organizations.

2. Personal contact with influential citizens.

3. Availability as source of information on all aspects of proposed program.

G. Consider possibility of obtaining public endorsement & organizational help of each political party.

H. Clergy-endorsement of program to congregations.

I. Prepare roster of speakers to explain program & urge its support.

III. Working Committee

A. Distribution of literature

B. Personal contact with voters.

C. Telephone solicitation

1. Prior to election day.

2. On election day

3. Random ten or prepared list.

D. Poll watching and check-off

E. Voters services

1. Taxi

2. Baby sitting

IV. Determine Identity of opposition groups (Examine poll books of previous special election)

A. Determine how to gain support.

B. Determine how to minimise adverse publicity

V. Points of emphasis

A. Need for project

B. Description of project.

C. Merits of plan over others.

D. Cost

1. Total

2. Effect on tax ratio

3. Effect on average taxpayers.

A SUGGESTED TIME TABLE FOR ACTION IS AS FOLLOWS:

6 to 7 weeks prior to election: steering committee meeting.

5 weeks prior to election: workers meeting finalize campaign approach

2 to 3 weeks prior to election: Newspaper advertising, brochure distribution, posters placed, telephoning, personal contact, radio & TV programs.

Election Week: Major effort by all groups to get out vote on answer and adverse publicity through personal contact, telephone, radio, TV, friendly press.

Election Day: Vigorous telephoning & personal contact; liberal use of voter's services.

REMEMBER

From the very earliest stages keep the public fully and honestly informed. The integrity of your local government must be preserved as public support is absolutely essential to all existing and possible future programs.